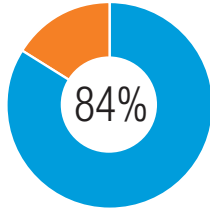




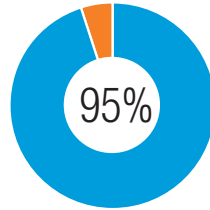
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- Smart Grid Backbone
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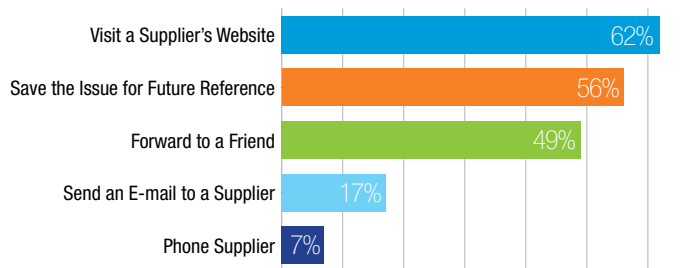


Make or influence company buying decisions

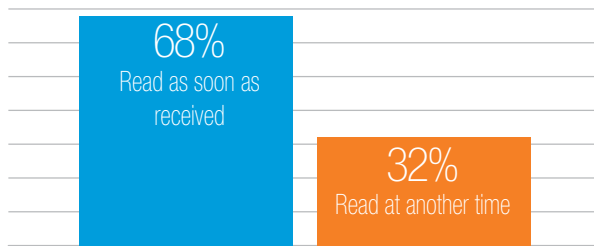


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 80,000+

Readership Profile by Industry	(No.)
Engineering/Tech Design Services	12,300+
Utilities/Energy	9,300+
Oil & Gas	5,600+
General Manufacturing	5,000+
Industrial Machinery/Tools & Equipment	4,600+
Education	3,600+
Instrumentation & Controls	3,400+
Automotive	3,100+
Building & Construction	2,900+
Aerospace & Defense	1,900+
Communications - Datacom/Telecom/Wireless/Network	1,900+
Consumer Products/Electronics	1,800+
HVAC, Fire Control, Safety	1,700+
Government	1,600+
Chemicals, Plastics & Rubber	1,400+
Computers, Systems & Peripherals	1,400+
Fabricated Metals	1,200+
Semiconductor & Electronic Components	1,100+
Transportation	1,100+
Medical Equipment/Instrumentation	1,000+
Agriculture/Forestry	800+
Food & Beverage	800+
Paper, Printing & Textiles	600+
Biotechnology/Pharmaceuticals	600+
Packaging Machinery	300+
Unspecified Engineering, Scientific and Technical	10,800+

Readership Profile by Job Function

Engineering, Design	13,600+
Engineering, Consulting	8,700+
Engineering, Other	7,700+
Technical Support/Services	6,300+
Engineering, Process/Production	5,500+
Marketing/Sales	5,400+
Engineering, Faculty/Staff/Student	3,800+
Maintenance/Facilities Management	3,500+
Research & Development	3,300+
Manufacturing	3,100+
General Corporate Mgmt	3,100+
Purchasing	2,900+
Project Management	1,900+
Architect/Builder/Contractor	1,800+
Quality Control/Assurance	800+
Unspecified Engineering, Scientific and Technical	8,200+

as of December 2017

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